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JUN 22 1990

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TO: Distribution
FROM: Matthew N. Winslow
SUBJECT: Ingredients

DATE: June 22, 1990

I briefed the new Edelman on the ingredients issue. We will lay out the next steps. There will be some as yet disclosure/labelling as Edelman will:

* Continue media training. Has already been trained.

* Adjust the scenarios in the earlier PR plan to diminish the focus on leaks. (I explained that C&B will likely have sufficient advance notice regarding possible labelling requirements to give Edelman time to work out well tailored speaking points, press material, etc.)

* Review press reaction to the ingredients issue in Canada and the U.K. to help gauge how U.S. media may react.

* Draw parallels between the current U.S., U.K., Canadian and F.R.G. ingredients laws to ensure the industry spokesperson can articulate differences/similarities. (The document may prove moot. But if it identifies perceived "weaknesses" in U.S. disclosure requirements, it could productively identify questions the press might raise.)

* Ensure C&B keeps Edelman up to date on ingredients related legislation.

Out of all this Edelman will be able to construct a plan to explain the ingredients labels that may result from legislation.

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